

3 September 2020

IMImobile PLC

("IMImobile" or the "Company")

Grant of SAYE Options and PDMR Dealings

IMImobile (AIM: IMO) announces the grant of options to employees as part of the Group's Save As You Earn ("SAYE") share option scheme for 2020. The scheme is open to all permanent employees with at least two years continuing employment to encourage ownership and sharing in the future growth of the Group via share option arrangements.

Eligible employees were invited to apply for options under the SAYE scheme over IMImobile's ordinary shares of 10p each ("Shares") with an exercise price of 296p. The exercise price of the Options was set at a discount of 20% to the closing middle market share price of 370p on the trading day prior to the communication of the scheme to eligible employees being 11 August 2020. The options have a contract start date of 1 October 2020 and are exercisable from 36 months thereafter.

A total of 269 employees have elected to participate in the 2020 SAYE Scheme, and pursuant to their elections, options over a total of 659,958 Shares have been granted today representing 0.80% of the Company's issued share capital.

The following Persons Discharging Managerial Responsibility (PDMRs) have chosen to participate in the 2020 SAYE Scheme:

Name	Title	Options granted
Mr Jayesh (Jay) Patel	Group CEO	6,081
Mr Michael (Mike) Jefferies	Group CFO	6,081
Mr Mark Fallowfield-Smith	VP Group Finance	6,081

Notification and public disclosure of transactions by persons discharging managerial responsibilities and persons closely associated with them.

1.	Details of the person discharging managerial responsibilities / person closely associated	
a)	Name	1. Mr Jayesh (Jay) Patel 2. Mr Michael (Mike) Jefferies 3. Mr Mark Fallowfield-Smith
2.	Reason for the Notification	
a)	Position/status	1. Group CEO 2. Group CFO 3. VP Group Finance
b)	Initial notification/amendment	Initial notification
3.	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor	
a)	Name	IMImobile PLC
b)	LEI	213800LIE15BDEN3VW43

4.	Details of the transaction(s):section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted		
a)	Description of the Financial instrument, type of instrument	Ordinary Shares of 10 pence each	
	Identification code	GB00BLBP4Y22	
b)	Nature of the Transaction	Grant of options under the 2020 Save as You Earn (SAYE) scheme.	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		Nil paid, exercise price of 296p	1. 6,081
			2. 6,081
		3. 6,081	
d)	Aggregated information Aggregated volume Price	N/A - single transaction	
e)	Date of the transaction	3 September 2020	
f)	Place of the transaction	London Stock Exchange	

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For further information, please contact:

IMImobile PLC

Jay Patel, Group Chief Executive Officer
Mike Jefferies, Group Chief Financial Officer

c/o Alma PR
Tel: +44 (0)20 3405 0205

Alma PR

Rebecca Sanders-Hewett
Susie Hudson
Harriet Jackson

Tel: +44 (0)20 3405 0205
IMImobile@almapr.co.uk

Investec Bank - Nominated Adviser and Joint Broker

Henry Reast
Virginia Bull
Tejas Padalkar

Tel: +44 (0)20 7597 5970

N+1 Singer – Joint Broker

Tom Salvesen
Justin McKeegan
Iqra Amin

Tel: +44 (0)20 7496 3000

About IMImobile PLC

IMImobile is a communications software provider whose solutions enable enterprises to automate digital customer communications and interactions to improve customer experience and reduce operating costs.

IMImobile's enterprise cloud communications software platform orchestrates customer interactions, connecting existing business systems with digital communications

channels. Organisations that trust us to deliver smarter digital customer engagement include Hermes, Centrica, AA, O2, EE, BT, Walgreens, Tracfone, Ooredoo, Best Buy, Express, three of the major retail banks in the UK and public-sector organisations globally.

IMI mobile is headquartered in London with offices across the UK, Hyderabad, Toronto, Boca Raton, Dubai and Johannesburg and has over 1,100 employees worldwide. IMI mobile is quoted on the London Stock Exchange's AIM market with the TIDM code IMO.